



City of Loma Linda Official Report

Floyd Petersen, Mayor
Stan Brauer, Mayor pro tempore
Robert Christman, Councilmember
Robert Ziprick, Councilmember
Charles Umeda, Councilmember

COUNCIL AGENDA: October 25, 2005

TO: City Council

FROM: Dennis R. Halloway, City Manager

SUBJECT: BIA Uniform Sign Program

RECOMMENDATION

It is recommended that the City Council direct staff to prepare an amendment to 17.18.190 of the LLMC increasing the number of signs allowed by the BIA Uniform Sign Program.

BACKGROUND

The BIA Uniform Sign Program has been in place since 1984. The ordinance allows the BIA to place 12 kiosk signs at various locations in the city. The BAI indicates that they have 22 different locations where signs can be placed.

ANALYSIS

The Uniform Sign Program directs potential home buyers to the locations of new home subdivisions. The program eliminates the potential clutter of illegal signs. All new subdivisions are required to use the program to advertise their homes. With the increase of building in the city over the past year it makes sense to increase the number of locations for the signs.

ENVIRONMENTAL

None

FINANCIAL IMPACT

None



Baldy View Chapter

October 12, 2005

Mr. Dennis Halloway,
City Manager
City of Loma Linda
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Loma Linda, CA 92354-3160

Building Industry Association
of Southern California, Inc.

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Rancho Cucamonga,
California 91730
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Re: BIA-Baldy View Chapter Uniform Sign Program for Off-Site Directional Signs

Dear Mr. Hallaway:

At the January 17, 1984 regular meeting of the City Council of the City of Loma Linda, the Council approved a uniform off-site subdivision directional sign program, to be implemented by the BIA-Baldy View Chapter.

At the adoption of the ordinance, the Council limited the program to include a maximum of 12 Kiosk structures. At the present time we have 22 approved Kiosk locations, however the ordinance allows us to install a maximum of 12 structures at any one time.

The BIA-Baldy View Chapter currently administers the Off-Site Directional Sign Program for 17 municipalities in San Bernardino and Los Angeles Counties. It is important to note that the City of Loma Linda is the only municipality that limits the number of Kiosk structures. It is also important to note that no Kiosk structures are installed without City approval.

With the increase of homebuilding activity, twelve structures do not adequately meet the needs of the homebuilder. In order to encourage the building community to comply with the current sign ordinance and utilize the off-site directional sign program, they have to be successful in directing the potential homebuyers to their model homes.

We respectfully request that the stipulation in the ordinance that limits the number of Kiosk locations be removed. We further request that this issue be placed on the agenda for the regular meeting of the City Council of the City of Loma Linda on October 25, 2005.

Sincerely,

Frank Williams
Chief Executive Director